



# BTEP & Partners' News Flash

## REINASSANCE FESTIVAL

ADHS BTEP is partnering with Pinal and Maricopa County to participate in this year's Renaissance Festival. The Arizona Renaissance Festival is a medieval amusement park, a 12-stage theater, a 30-acre circus, an arts and crafts fair, a jousting tournament and a feast -- all rolled into one non-stop, day-long family adventure! The 20th annual Arizona Renaissance Festival is Feb. 9 through March 30, Saturdays, Sundays, and President's Day Monday at 12601 East Highway 60, Apache Junction, AZ.

ADHS BTEP, Maricopa and Pinal counties will have a booth on Feb. 12 and Feb. 14 during the festival's Student Days or school field trip days.

Student Days were created to highlight the educational aspects of the Renaissance, such as language, mannerisms, customs, comedia theatre, jousting tournaments, artisan demonstrations and music.

More information on the festival can be found online at:  
[www.royalfaires.com/ARIZONA/](http://www.royalfaires.com/ARIZONA/)

## Strategic Plan Update

We continue to make progress on the strategic plan and it will be finalized in the next few weeks. The plan will have several components, including:

- Core Strategic Plan
- Overview of the Evidence Base
- Findings from the Community Forums and Focus Groups, and
- Action Plan – A Commitment to Results

At the core of the plan, eight major goals have been identified to provide the overall direction for creating a statewide network that will reduce commercial tobacco use in Arizona. The final component, the Action Plan, is currently being developed by ADHS BTEP under the guidance of Dave Nakashima, our planning consultant, and key informants appropriate to each area of the plan. In addition to defining program priorities, the Action Plan will include any organizational re-designs, including staffing and resource allocations that are deemed vital to the success of the plan. Funding of the new plan will be constructed through grants, requests for proposals, and inter-governmental agreements.

Once complete, the final strategic plan will be “rolled out” statewide via a media release, county visits and meetings, and a meeting dedicated to reviewing the plan...Mark your calendar for March 5th! Our aim is both straight forward and ambitious: to galvanize a broad-based, statewide network of individuals, organizations, and communities in a common campaign against commercial tobacco use in Arizona. Read the latest journal entry on the strategic plan at [www.betobaccofree.org](http://www.betobaccofree.org).

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### Welcome Karen to BTEP!

Karen Boswell has joined us at BTEP as Operations Director, providing leadership in business operations, fiscal management, contracts, and providing analysis of administrative policies. Karen has served as the Chief Procurement Officer for the Arizona Department of Health Services and Branch Chief for Support Services at the Arizona Game and Fish Department; as well as various other procurement positions with other state agencies.

Karen says “I’m happy to be at BTEP because now I work with programs that are saving lives of Arizonans.”